



COVID IMPACTS	Spend \$M (2020) \$62 ▼ 56%	Occupancy (2019-20) NA	<p>Change in spend, 2020 compared with 2019*</p> <p>Change</p> <p>0% -50% -100%</p> <p>Mar qtr Jun qtr Sep qtr Dec qtr</p> <p>— REGION — AUSTRALIA</p> <p><small>*Consider region estimate for September quarter 2020 with caution due to low sample</small></p>
	Employed (2019-20) persons 942 ▲ 10%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	3 ▼ 18%	54 ▲ 28%	\$1 ▼ 84%
Domestic overnight	333 ▲ 42%	700 ▲ 22%	\$84 ▲ 64%
Domestic day	768 ▼ 8%		\$55 ▼ 14%

TOTAL SPEND

\$140M ▲ 17%

TOURISM ECONOMY (2018-19)

Tourism employment

- 853 persons ▲ 9.9%**
- Tourism accounted for 16.2% of the region's workforce
 - Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

- \$42 million ▲ 13.7%**
- Tourism accounted for 8.9% of the regional economy
 - Accommodation was the largest contributing sector (25%)

GVA by industry

Accommodation	\$11m
Food Services	\$10m
Transport	\$8m
Recreational activities	\$5m
Retail trade	\$5m

TOURISM SUPPLY (2018-19)

Businesses

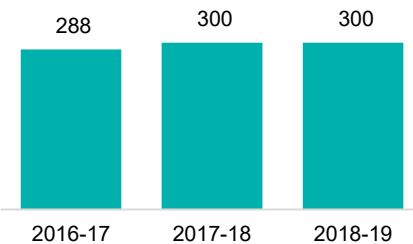
- 208 businesses ▲ 2.0%**
- 57% of tourism-related businesses in the Upper Yarra region employed staff

Domestic inbound aviation

seats	NA
flights	NA

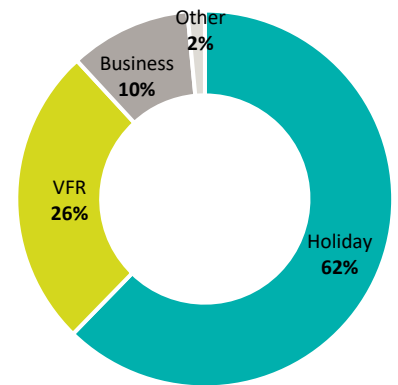
Accommodation

300 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Upper Yarra region
- Interstate visitors accounted for 5% of domestic overnight visitors and 7% of domestic overnight spend
- The top international visitor markets were United Kingdom and New Zealand
- Commercial accommodation accounted for 29% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities